

Good Morning! Today in EYE-OPENER March 2, 2015

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**1) Next Library101 on March 17:** Sponsored by Iowa Library Services, **LIBRARY 101** is typically offered 4 times each year. The spring 2015 session is scheduled for **March 17**, online from **9:30-11:30AM**.

This 2-hour online program introduces newly hired directors to library support systems and services in Iowa. It's a friendly, helpful orientation: you'll meet the staff at Iowa Library Services—at least virtually—helping you match names with faces. We'll discuss public library service

standards and provide explanations of popular statewide programs, with plenty of time to answer your questions. People new to support staff positions, as well as trustees, are encouraged to attend.

Registration is open in the c.e. catalog <http://www.statelibraryofiaowa.org/cgi-bin/cecat/index.cgi> until March 13...sign up soon!

**2) Director Roundtables Coming Back This Spring:** This is 2 months away, but we want you to save the dates ☺ Iowa Library Services is sponsoring spring **Director Roundtables**. In Northwest Iowa, note these dates and locations, chose whichever is most convenient:

- **May 19 @ Alton Public Library**
- **May 20 @ Pocahontas Public Library**
- **May 21 @ Ida Grove Public Library**

**Director Roundtables** this spring looks at **“Certification—Then and Now.”** We'll review the best of Public Library Management (PLM) over the years, asking you to share the PLM concepts that you've incorporated most successfully at your libraries. We'll preview ways in which the PLM courses are being re-vamped to better connect



with today's online learning trends. And we'll showcase the brand new certification course for support staff—Public Library Support or PLS for short—which launched in the fall of 2014. All that, plus a discussion of learning portfolios, topics you'd like to see in our catalog of choices, and more.

**Director Roundtables** are facilitated discussions around a topic and are awarded 2.5 c.e. credits. No weather concerns by mid-May, so here's to a great turnout! Join us for **Director Roundtables Spring 2015!**



**3) WILBOR Had a Banner Year:** This article about WILBOR statistics is written by Becky Heil with Southeast District office. *"... WILBOR had a banner year in 2014! And circulation continues to go up. Have you seen new users coming into the library with their Christmas presents? Hopefully, you are finding the eBook process is simpler, the devices easier, and more titles available—hoping you are finding the process of helping patrons easier for you and your staff. Thanks for everything you do to support this service @ your library!..."*

*In 2014, WILBOR added the new Children's eReading Room and the Teen eReading Room. In 2014, the WILBOR Selection Team spent purchased 6,985 copies. From the WILBOR budget, some money is used to fill requests, purchase additional copies to help reduce waiting lists, replace expired metered use titles, and of course buying new titles. We continue to be frustrated by not being able to purchase all the items requested, but availability of titles for purchase by libraries continues to expand, albeit with restrictions by some publishers.*

*I want to give you some quick comparisons: from the chart below, you will see a 17.5% increase during December 2013 and December 2014, and a 12% increase during January 2014 and January 2015. It is interesting to me that audio circulation continues to climb at higher rates than eBooks—22% for December and 17% for January—while eBooks saw a 15% December increase and a 10% increase in January.*

My thanks to Becky for this article and for the WILBOR chart of statistics that follows

	eBooks		Audio Books		TOTAL
Month	Checkouts		Checkouts		Checkouts
Dec 2013	27768		13292		41060
Dec 2014	32004		16279		48283
Jan 2014	33486		15026		48512
Jan 2015	36821		17653		54474



**4) Iowa Library Association Legislative Day:** Calling all library boosters! The Iowa Library Association is sponsoring its annual **Legislative Day** on **March 18**. This event is held in **Des Moines** and typically begins with a legislative briefing at the State Library, followed by a reception with Iowa legislators at the Capitol.

For this advocacy effort, we need your help! Library directors and staff, trustees, Friends and Foundation members, and library patrons—all voices are needed, all voices are critical in communicating the importance of library service throughout Iowa: in schools, colleges, and communities large and small.

So ILA is calling on members and non-members alike to meet with your area legislators at the Capitol and urge their support of increased library funding. From **ILA's 2015 Legislative Agenda**: *"...Libraries enrich Iowa. Iowans are turning to their libraries in increasing numbers: more than 51,000 Iowans use a library each day...for Internet access, early literacy programming, homework help, health care information, career development, and much more..."*

The ILA Legislative Agenda includes these goals:

- Continue to rebuild the support system for Iowa libraries by returning funding for Iowa Library Services to the pre-merger (2009) level...
- Include an increase of at least \$86,000.00 to allow Iowa Library Services to purchase new materials

- Continue to increase funding for Enrich Iowa to support the vital role of Iowa libraries
- Recognize and stipulate in all official documents that teacher-librarians are instructional staff as defined by the Dept. of Education and that teacher-librarians play a vital role in the educational team in each Iowa school district
- Preserve hometown governance in Iowa's public libraries by maintaining autonomy for local public library boards

From Duncan Stewart, 2015 ILA President "... *Our lobbyists Craig Patterson and Amy Campbell do a great job in Des Moines, but they consistently tell us that it is your calls, emails, and conversations about Iowa libraries are the most effective way to inform legislators about the importance of funding for Iowa Library Services, Enrich Iowa, and the ongoing need for teacher librarians in Iowa schools...*"

Visit ILA's website for a copy of the Legislative Agenda, talking points, library issues and financial forecasts, and more [www.iowalibraryassociation.org](http://www.iowalibraryassociation.org) Contact information for Iowa's house and senate can be found here <https://www.legis.iowa.gov/> Thank you for letting your voice be heard by attending **ILA Legislative Day** at the **Capitol** on **March 18!**

**5) Meetings / Events This Week:** Northwest libraries with **PLOW** websites might be registered for a **PLOW** class on **Tuesday March 3**, weather permitting. **Sioux Center PL** is hosting "**Customizing Your Website**," which runs from **9:00AM-4:00PM**.

Mandy Easter and Maryann Mori are leading a webinar on **March 5 (9:30-11:00AM)** explaining the **Special Library Levy**. "... *The **special library levy** (also called the 27-cent levy) is a potential source of additional funding for public libraries allowed by Iowa Code 384.12 (21)...learn more about the politics and procedure of attempting this levy for your library. Mandy Easter, State Law Librarian, will share vital information. A panel of librarians, whose cities have recently passed the levy, will also share their stories...*"

Finally, March may be coming in like a lion, but at least it's accompanied by many national webinars to watch while the weather remains dicey. Full descriptions and registration information here <http://www.statelibraryofiowa.org/ld/c-d/continuing-ed>

**March 2. 7:00-8:00PM. Tech-knowledge-y Rocks. Seriously!** Sponsored by TL Virtual Café <http://tlvirtualcafe.wikispaces.com/>

**March 3. 8:30-10:00AM. Booktalking: Harnessing the Power of Sharing Books with Patrons** sponsored by Maine State Library <http://evanced.info/maine/evanced/eventcalendar.asp>

**March 3.** 1:00-2:00PM. *Make Way for Manga, Comics, and Graphic Novels* sponsored by Booklist <http://www.booklistonline.com/webinars>

**March 5.** 6:00-7:00PM. *iTunes U & You: Digital Content in the School Library* sponsored by American Association of School Librarians <http://www.ala.org/aasl/ecollab/upcoming>

**March 6.** 1:00-2:00PM. *Three Steps to Thriving in Chaos* sponsored by Effectiveness Institute [http://www.effectivenessinstitute.com/index.php?option=com\\_dtregister&Itemid=54](http://www.effectivenessinstitute.com/index.php?option=com_dtregister&Itemid=54)



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